sage

NcSTAR sets its sights on Sage ERP X3

Sporting goods distributor hits efficiency targets

Founded in 1997 by an entrepreneur with a passion for fast cars, guns, and the outdoors, NcSTAR Inc. sells a variety of shooting accessories, scopes, laser mounts, and sporting gear backed by the best service and warranty in the business. It's a successful formula that has kept NcSTAR growing and expanding its market share from the start. To support and promote that growth, NcSTAR moved its operations to Sage ERP X3.

Explosive growth triggers a change

"We used QuickBooks® for many years, but kept hitting road blocks with the software," recalls Daniel Samaniego, distribution manager for NcSTAR. "We were trying to store too much data, and the software would simply shut down."

For a growing enterprise with a high transaction volume, frequent shut downs are bad for business. "We recognized that we needed to implement full enterprise resource planning software to ensure fast order processing, better inventory control, and to continue the level of service we're known for," says Samaniego. "Moving to Sage ERP X3 was a major opportunity for us to modernize and improve our distribution operations and position us for further growth."

Gauge optimal stock levels

Like every distributor, NcSTAR needs access to accurate data about its inventory assets in order to stock the appropriate mix of products in the optimum quantities, both to satisfy customer demand and to ensure profitability. "We carry more than 700 items," explains Samaniego. "Each one has to pull its weight. We can't afford to stock duds, and we can't afford to run out of our best sellers. Before Sage ERP X3, we didn't have good visibility into sales data and trends in order to make those determinations accurately."

Customer
NcSTAR Inc.

Industry
Wholesale distribution

Headquarters
City of Industry, California

System
Sage ERP X3

Challenge
NcSTAR's entry-level accounting software was no longer keeping up with the volume of data the company was amassing, nor did it have the robust inventory management features needed to keep the distributor on its current growth track.

Solution
Sage ERP X3 provides a scalable, flexible platform for NcSTAR, meeting its needs today, and accommodating its growth into the future.

Results
Insight into item sales history, trends, and profitability help the company make strategic decisions about what, and how much, to stock. Order processing is faster and more accurate. The flexible architecture allows for custom interfaces to be incorporated, meeting the specialized needs of the company.

"The time-saving efficiencies we've gained with Sage ERP X3 afford us more time to nurture those relationships, building long-term, happy customers."

Daniel Samaniego, distribution manager
NcSTAR Inc.

With Sage ERP X3, the company has powerhouse analytic capabilities, including insight into inventory replenishment, sales forecasting, item profitability data, sales history, and much more. "We're no longer winging it," says Samaniego. "We have precise sales numbers for every item. That data helps us make smart decisions about stocking levels and pricing, and even which items we should close out and discontinue."

Broad scope of functionality

The modern, flexible, web-native architecture of Sage ERP X3 enabled NcSTAR and its Sage business partner to create a number of custom integrations, including a daily inventory feed containing available item quantities that NcSTAR provides automatically to one of its larger customers.

"We love how flexible Sage ERP X3 is," says Samaniego. "As our business grows and changes, the software can keep us with us. We can configure it in many different ways and add integration points for third-party applications as needed."

The importance of reporting and analytics is difficult to overestimate, and NcSTAR is making excellent use of the reporting tools within Sage ERP X3. In addition to the many available standard reports, staff members have created dozens of customized reports that deliver real-time business data in the format needed. "From specialized sales reports to inventory movement reports, we are able to get the information we need to make good decisions quickly," says Samaniego.

High-caliber service

With its focus on service and its favorable warranty policies, NcSTAR requires an efficient, effective method for tracking customer issues and returns. "Many of the items we sell come with a lifetime warranty," notes Matt Parks, technical support manager for NcSTAR. "So we keep a lot of historical sales data and need to be able to access it easily and quickly when a customer calls."

Parks explains that Sage ERP X3 is helping the company process returns accurately and efficiently, ensuring a replacement product makes it into the customer's hands quickly. "We can also monitor our returns to spot potential quality issues with an item or a vendor. If we detect that a particular item is being returned beyond a specific threshold, we'll stop selling that item until we can resolve the issue. This keeps our quality high and our customers happy."

"We are a highly service-oriented company that treats its customers like friends. The time-saving efficiencies we've gained with Sage ERP X3 afford us more time to nurture those relationships, building long-term, happy customers," adds Samaniego.

Efficient order loading

Previously, order processing was a largely manual process, with each order printed, packed, and readied for shipment individually. Using the sophisticated shipment processing tools within Sage ERP X3, the entire process has been streamlined. "We now process orders in batches, and can prioritize orders for limited stock items," explains Stephanie Skinskill, NcSTAR's assistant logistics manager.

In addition, many of the company's orders arrive through Electronic Data Interchange (EDI). Previously those orders had to be printed and manually entered into QuickBooks. Now, they are automatically imported into Sage ERP X3, reviewed for accuracy, and directly processed for shipping. "By removing so many manual touch points, we've reduced the potential for errors," says Samaniego.

These types of efficiencies are also helping the company continue to grow without adding a commensurate number of staff members, contributing directly to the bottom line.

"Moving to Sage ERP X3 represented a big investment for NcSTAR," concludes Samaniego. "But it's proven to be the right investment for us—now and into the future."

About The Sage Group, plc

We provide small and medium-sized organizations and mid-market companies with a range of easy-to-use, secure, and efficient business management software and services --from accounting, HR, and payroll to payments, enterprise resource planning, and customer relationship management. Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business ambitions. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has millions of customers and circa 13,000 employees in 23 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia, and Brazil. For further information please visit www.Sage.com. Follow Sage North America on Facebook, Facebook.com/Sage, and Twitter, Twitter.com/SageNAmerica.